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The role of Harold Lasswell Communication Theory in Librarianship and Information Science

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Abstract

Communication is a process. In this process or activity, various components are involved in a variable environment. To further understand the process of communication, from the past, scientists analyzed the communication situations into its constituent elements and designed and introduced models such as: Aristotle's Model, Indiana, Shannon, and Weaver, Wilber Sharam and Harold Lasswell, and etc. Communication models indicate the nature and mode of communication. The initial models were very simple and by considerable effort and research, they became more complex. All models have three basic elements: sender who sends a message for a particular purpose. The message is transmitted for a goal and transfers special concept, and the receiver is successful when a complete understanding of the sender's message occurs. In this study, one of these models i.e. Harold Lasswell's model (Lasswell's Communication Theory), has been investigated, and by describing definitions and concepts related to the field of communication, information and the overlapping of information and communication, the role of Harold Lasswell communications theory in librarianship and information science has been investigated.

Keywords: Communication, Communication Model, Lasswell Communications Theory

Introduction

One of the first communication models is the Laswell model, which is introduced by Harold Doyait Lasswell in 1948. In the Laswell model, in addition to the three elements that Aristotle expressed, two elements of "instrument" and "effect" were also added. In 1926, he received his Ph.D. in political science from the University of Chicago. Before completing a college course, he had short-term courses at in Paris, London, Geneva and Berlin universities. In 1927, he published an article titled Advertising (Propaganda) Techniques in the World War. Laswell published his model one year before the introduction of the Shannon & Weaver communication model, for the first time after Aristotle, in an article entitled "Building and functioning of communication in the community and in the context of ideas" (Mohsenian, 2006: 376).

Literature review

The concept of communication

Many definitions were presented about communication. Carl Howland in his book "Social Communication", defines communication as: Communication is the process of transferring a stimulus (usually a sign of expression) from one person (communicator) to another (message receiver) to change his (her) behavior. David Berlo believes that communicating is to seek a response from the receiver (Azad, 2003, Page 95). Mohesenian Rad, in his book defined the communication quoted by Charles Coley: Communication is a mechanism in which human relationships are created and based on it, and all intellectual attitudes and means of their transmission and preservation develop in the space and time based on it. Communication incorporates facial expressions, behaviors, movements, sound resonance, words, notes and so on (Mohsenian: 1990: 62).

But what is realized from the various definitions is that the communication process has a source of message, sender, communication tool, receiver and destination that Shannon and Weaver also consider these components in their communication model (Azad, 2003: P 95).

Wilber Sheram also defines communication as: in general, in the communication process, we want to change or create a similarity with the receiver of our message in one particular case (Robert 1946, P 11).

Some definitions used the word effect instead of persuasion and similarity, for example Theodore Newcomb says: "if someone is affected by another who decided to affect, communication has been established (Newcomb 1950, P, 269).

Other definitions can also be summarized as:

Claude Shannon: "Communication is all ways in which one may mentally affect another's mind." (Claude Shannon, 1949, P 6).

Communication is the process of transferring one stimulus from one person (communicator) to another to change his (her) behavior response (Howland, 1948, P 371).

Henry Lindgren defines (based on the meaning transmission): communication from a psychological perspective is a process that includes all the conditions that involve the transfer of meaning (Lindgren, 1953, P 135).

Communication is the search for the response from the receiver (Berlo, 1960, P 62).

Impact between individuals, systems (Osgood 1957, P 272).

Larson: communication refers to the process in which a series of hidden meanings in the context of a message changes so that the received meaning is equal to the concept that message initiator intends to express it (Bowler 1974, P 27).

Micky Smith: Communication is the process of transferring information, feelings, memory and work among people (Smith 1988, P 7).

The Maphius Smiths definition (based on transmission): Any kind of action that is carried out by an individual in which another person can understand is called a communication (Smith 1946, P 294).

Lasswell Definition (based on similar symptoms): A communication action between two people is perfect when they are aware of similar symptoms in similar ways (Lasswell 1948, P 38).

Other definitions are based on communication tools, types of individual, physical, personal, impersonal, human, inhuman communication. The last definition is presented by Langley and Michel Shin: ‘’ Communication is the process of information with various communication devices from one point or one person, or from one device to another person. (Langley and Shin 1986).

Communication elements

In each communication model, there are three important elements that include the sender of the message, the message, and the message receiver. The presence of these three elements is essential in any communication. If these three elements are not present, the communication will not occur, and if the communication is accomplished, it will surely be very limited. Of course, there are other elements in establishing the correct and useful communication. In communication, attitudes and how the sender presents message in order to make the audience to understand his message correctly is very important and las a lot of impact. If the sender of the message fails to transmit his message in the form of correct and suitable symbols to others, the communication flow will be lost. The sender may have the necessary information about the message, but he (she) doesn’t have enough skill to transfer the message to the receiver. A sender who wants to communicate with others and sends his goal in a form of message to others, this message cannot be transferred unless it is transmitted to the receiver in the form of correct symbols and signs, or in other words, in transmittable manner. The sender is also involved in the transmission of the message and isn’t in passive mode. The sender doesn’t accept any messages, but he (she) selects the desired message. The information and trends, attitudes, skills and social and cultural characteristics of the message recipients should not be ignored. The audience of the message has been grown in various social, family and cultural categories, and each person is interested in a particular message. One of the most important elements in the communication is the "effect" element. The effect is

the result of any communication. The most important criterion to detect the effect of communication, is feedback. Feedback is the response that the person displays after receiving the message and compares and sends it to the sender in the form of message. This feedback can be positive or negative. In any case, feedback plays an effective role in communication.

Types of communication

Private communication without intermediary

It a face-to-face communication, in which a message is exchanged without intermediary and in a direct form between the sender and receiver. This type of communication has some features:

Possibility of switching message receiver and sender

Capability to correct each other

Face to face and deep communication

Visibility of message effects

Public or mass communication

Mass communication is a new interpretation used by American sociologists for the concept of mass media. The term, which is made up of the Latin root of the Media, and the English term mass or mass, literally means tools which individuals or specific groups and a large number of people can access to each other. Nowadays, these tools are: newspapers - radio - television - cinema - notices.Of course, among these instruments, the message of the newspaper and radio and television have common messages that their messages are broadcast alternately.

textual Communication: A textual communication is a communication in which information is written on the paper by a pen (such as letters, newspapers and books and etc.).

non-textual communication: it is a kind of communication that information is exchanged among people through the waves (such as radio-television- telephone- telegraph, etc.).

national communication: it is communication in which messages, information and concepts are published through mass media (radio, television, newspapers, etc.) in the geographical context of a country.

Transnational communication: in this kind of communication, messages and information are transmitted through the satellites to the geographical boundaries and it causes close proximity among humans in the world (such as Asian and European television and television without borders, etc.).

Verbal communication: In this type of communication, information and thoughts are transmitted through language and speech (such as telephone and telegraph).

Non-verbal communication: A communication that transfers concepts and meanings through non-speech and non-verbal mode between humans (such as photographs, pictures, films and colors, cloths, etc.).

Human communication: in this type of communication, information and concepts are exchanged between two people (such as letter- phone and etc.).

Machine-to-machine communication: in this type of communication, which is exactly the opposite of human communication, the flow of information is exchanged between two devices or machines (such as reservoir data to speaker of TV screen).

Timely communication: it is a type communication in which the transmission of information must be accomplished in a certain time, otherwise it is not worth much (such as news reports).

Non-timely communication: this type of communication is in contrast to time communication, and it is not limited to a specific time and its information can be continuously valid (Like the library).

Organizational communication: in the organizational communication, information transmission and receiving messages needs extensive technical facilities, planning, organization as well as budget and personnel and etc. (such as radio and television, telex and fax, etc.).

Non-organizational communication: it is a type of communication that doesn't require technical facilities, budget, regulation and organization (such as letters and interviews).

Symbolic communication: it is type of communication in which messages are received in the form of signs and symptoms through the individual's senses (such as the face of the sender, tone of voice, movements and gestures). These factors are one of the part of the message that the receiver points out, and these states and movements can have different meanings in different cultures.

Meta communication: in this type of communication, only a part of the message is sent by sender, but the messenger finds all messages.

communication theory

information theory overlaps with the communication theory, with the difference that information theory refers to basic constraints of the processing of communication content. But the precise function of the tools lies in the field of communication theory. In other words, information theory deals with messages and information. Since the information is interpreted considerably, information measurement method changes respectively. Sometimes, the information is measured by the characters (sign), for example, when we describe the length of an e-mail, or we deal with digits like a phone number. But in information theory, information is measured by bit. For example, for three bits, there are eight possible combinations (000, 001, 010, 011, 100, 101, 110 and 111). We can use a bit to encode any number from 1 to 8. So if we consider a 3-bit number, it means that it contains a number from 1 to 8. Using bit is important to measure data, efficiently encoding and using variable length codes (Azad, 2003, P 94).

Communication is the process of transmitting information in any form and by any means to the receiver or is decoder. Therefore, information is one part of the communication process. On the other hand, information is the main essence of communication and the means of transmitting this information is not necessarily limited to language and electronic words or sounds, but it can be image, physical signs such as shaking hands or flags, and even looking and smiling. Information and communication have a complex relationship, but they are not same. Communication transfers information and information can reduce uncertainty, but communication may even increase uncertainty. It is also possible in a communication system that correspondents influence on the information transmission and how and by which communication channels, they are received and the concept of censorship, which is a deliberate and systematic disturbance in the transmission of messages to audience, is an example of the same effect on the information transmission (Rahadoost, 2007, P 135).

Information theory and information science

By examining information theory from different aspects and explaining its communications and components, this section assumes that the library is a communication system (information is transmitted to referents and this role is mores objective by the concept of information science), and we also examine the role of information theory in this communication system. Except for the theoretical issues related to the relationship between the referrer and the librarian, and the recognition of their need and the correct answer, which is one of the daily issues in librarian and information science, there are some issues that can be technically taken into consideration by the designers of information systems and Information science in the electronic era. One of the most important cases is the decision to choose between recovered items in response to search in a data storage and retrieval system that most practitioners encounter in dealing with search engines and information retrieval systems. That is, these systems (storage and retrieval systems) encounter most of the referrers with a set of resources whose value and proportion to the subject and search term are not clear (while some search engines rank the results in the first step), That is, the user is confronted with the maximum entropy of which item to choose or its relationship with his question. In the first step, the indexing system with effective coding, should determine the relation of each index term to the original document and in the second step, the system will match the recovery system and determine the relevancy level and then ranking the results, it can help the user to decide about the desired document and minimize entropy (disorder) as much as possible. In other words, the probability of the information existence will be determined in the retrieved document and this will greatly help to save time, make quick choices and prevention of confusion and exceeded information and false crashes will be recovered. If we look at libraries and information centers as a source of information, then entropy would be important. According to the information theory and effective formulation of information in the form of coherent and figurative indexes and in order to reduce entropy, librarians can help the referent in the selection of information materials as well as decision making. On the other hand, the use of effective communication channels will allow the message to be sent to the user and the referent in an optimal manner. As long as the message or information provided is not transferred to referent without disturbance, the system will not be able to assist the referent in making the decision. As mentioned, the information theory can be considered in both stage of coding and the stage of receiving a message. Until these two steps are not optimally implemented, the contribution of the communication

system (the task of libraries and information centers) will be incomplete. With a tendency to automate the storage and retrieval activities using computers and automation devices, this issue becomes more serious, since in automated storage systems, the discussion about the optimal application of space, rapid transfer and prevention of delayed messaging and more tangible information than manual systems are accomplished. This becomes more serious by using machine-to-machine communication in which in which messages are received and interpreted by the machine. In the cybernetic space, where the communication between the human and machine is considered, more effective system leads to more success in handling, weighting the messages and disruptions mitigation. Because in machine communication systems, information isn't transferred in its general meaning, but it is transmitted by the special meaning of the message, and in the next step it means the power of choice for the receiver. The theory of information using the mathematical principles can play an effective role in coding and ultimately reducing the entropy and user's confusion in information system. Some important results of this process is that it prevents information diffusion, helps the user to select the related documents with research, and saving time and energy. The extensive research in this area can clarify the various dimensions of this communication.

Communication models

Relationship is a process. Various components are involved in this process or current activity in a variable environment. Scientists have designed and introduced models in order to know more about the process of communication from the past and to decompose communication situations into its constituent elements and components, including: Aristotle's Model, Indiana, Shannon, and Weaver, Wilber Sharam and Harold Lasswell etc.

Communication models indicate the nature and mode of communication. The original models were very simple and the models became more complicated by conducting several researches. All models have three basic elements: Sender who sends a message for a particular purpose. A message that is originated from a goal and transfers a concept in its content and the receiver is successful when he (she) has a complete understanding from the sender. In linear models, the speaker encrypts the message and sends it to the receiver; the receiver decodes the message. In this model the communication is one-way. Some examples of linear models include of linear models, Aristotle model, Laswell model, Shannon model and complicate linear model of communication.

Communication theory and Harold Lasswell model

In communication studies, there are two attitudes that have their own characteristics:

1- A process of transformation school in which communication is defined as the transmission of messages. This school addresses the issue that how senders and receivers encrypt and decode as well as how they transmissions, channels and communication media. In the process school, the communication is the process by which a person affects the behavior or mentality of another. If the effect is different or less than what it was intended, then the school would be willing to talk about the defeat within the framework of the process and look at the steps in the process, to determine where the failure occurred. The transfer school knows the message as the transfer factor of the communication process. From this point of view,

the message is something that the sender applies all his (her) goals in it (that is, the concept of message is so important for the sender of the message as well as what it should be taken from. The sender's message can be explicit or hidden, Conscious or unconscious). This school is oriented in social sciences, especially social psychology and sociology and its aim is communication (John, 1386)

2- The school of semiotics: in the school of semiotics or the exchange of meaning, communication is production and exchange of meaning. From this point of view, the message is something that the sender applies all purposes on it. he studies of communication for this school, the study of text and culture, and its main methodology is semiotics. This school studies the effects of communication and focuses on linguistics and artistic subjects.

The Laswell model is a "process school," which is known as a linear pattern and a literal interpretation of the original Shannon and Weaver model. This model, communication, is the transmission of the message and the subject of "impact" is more than meaning. "Effect" involves a visible change. A change in one of these elements will have a different effect.

Harold Lasswell (born February 13, 1902 - December 18, 1978) was a prominent American political scientist and communications theorist. Experimental studies in the field of communication, which rely on quantitative and empirical findings, were created by Lasswell. in addition to empiricism, Lasswell also used content analysis. Some consider him to be the inventor of the content analysis method. Laswell used content analysis, which he called space analysis, to find out the effects of political propaganda on public thoughts. The content analysis determines the elements of the message ‘’what’’. The analysis of the media determines the issue of the channel and reviewing the audience also identifies the concept of ‘’who’’. Since the time of Lasswell, social communication officials largely ignored the notion of who that conceived the concept of individuals and media companies and their controllers. One of the first communication models is the Lasswell spice model, which was published in 1948. Harold Lasswell defines three distinct roles in 1948 in the article entitled "Building and Functioning Communications in Society":

- The role of environmental monitoring (Role of the News): if someone wants to live in a social life and choose a more appropriate way in the social activityand take personal and public responsibility with full awareness, he (she) must always be aware of events which occurs every time. It is the mass media duty to monitor people and notify them from social events, because there is no way to observe and experience all events for people. Therefore, the media should inform people quickly about the global situation.
- Creation and development of social solidarity of individuals (role of interpretation and guidance): Based on the second role, the necessity of completing news and analyzing and interpreting the news and general guidance of public opinion is raised. Here the mass media should be aware of the necessity of interpreting and analyzing news, and with the help of public opinion, provide a solidarity and social affiliation for individuals, and attract them to political participation.
- Cultural heritage transmission (educational role): The third role of mass media is trying to help to transfer the cultural heritage of society from previous generations to future generations. Because every generation has to use the experiences of the previous generation, and the mass media devices guide the contemporary generation by choosing the values and cultural criteria of the past generation. In this role, certain criteria are considered for the transfer of cultural heritage. According to his idea, in western

societies, mass media promote attitudes about democracy, individual freedom, human rights and etc., as the most the most important criteria of the west governing system in the world. Lasswell's method is based on the experimental method. The main weakness of this method is the exclusive study of communications and mass communication tools without considering the social totality. In general, in the Lasswells empirical school, it is emphasized to the individual and individual behavior and despite to emphasis on social roles, freedom, independence and impartiality in communication, direct and indirect relations of mass communication and other communication facilities with various political, economic and social structures are ignored. However, one can see the impact of these structures on the tasks and the role of mass communication. The tendencies and the impact of the social system are evident in the dissemination of news. In the guidance of public opinion, the political and news system of the community has an important impact and interferes in the cultural heritage of the educational role of specific community standards and even on the criteria of dominant societies, such as human rights and democracy. In this model, in addition to three elements that Aristotle stipulated (Aristotle's Connection Model: Speaker-Speech-Audience, Aristotle believed that the ultimate goal of the communication is to persuade), Lasswell added two elements. Based on the analysis of the effects of interactive communication, Laswell designed the first basic model of mass communication: in this model, communication process consists five elements.

1. 1- who says? (Sender or source)
2. 2. What does he (she) say? (Message)
3. 3. in which channel? (Channel)
4. 4. To whom? (Receiver)
5. 5. with What effect? (the impact)
6. Lasswells attention in the study of mass communication science focuses more on communicative messages, and the general belief is that the relationships among people are based on communication messages and what they read in books and newspapers and what they hear radio or watch TV and cinema and the beliefs of those who consider communication and technical tools as a factor in social transformation (like Marshal McLuhan) have not found much support. In fact, the Laswell model is summarized in five short statements: who says? What does he (she) say? In which channel? To whom? With what effect? (Lasswell, 1948). Laswell (1902-1978) focused only on the content of the message. In his work, ‘’ The construction and contribution of communication in society’’ Laswell refers to the constructability of communication and even the similarity of human society with other creatures. According to Lasswell, mass communication devices form an interconnected set and integrate together. This set is known as the Lasswell pattern and consists of five elements: ‘’ who says, what does he (she) say, In which channel, To whom, With what effect’’. Based on the Lasswells opinion, it is possible to predict the constructability of the elements of communication. A set of two types of construction, including infrastructures and superstructures are provided from the final combination of communication elements. Infrastructures or technological communication tools are interconnected set that are arranged by coincident force and have special impacts on the human society. Superstructures or non- technological elements contain organizations, regulations, and attitudes related to communication that have interactive relationship with infrastructure. According to Lasswell, both types of construction (infrastructures and superstructures) are affected by each other (Loner, 1996: 73-75).

7. In the field of functions of social communication, Laswell in his well-known paper, the construction and function of communications in the community, described three categories of functions, including monitoring, solidarity and socialization. In the Lasswells point of view, if human has the ability to more realize the human communication and community, he (she) understands that functions usually don't change over time but they have very small, delicate and even necessary distinctions (Sheram, 2002: 88-90).

8. Lasswell believes that when we investigate the global community, we encounter with three types of experts:

9. A group of experts who examine the political environment around the government as a whole.

- A group that sets the government's response to the environment. Communicators and writers regulate and validate the internal response.
- A group that transmits the response patterns from older people to young people. Trainers and parents are responsible to transfer the social heritage (to the younger generation).
- According to Lasswell, all these groups should be grouped together in order to coordinate the recognition and response. The entire society should receive a homogeneous message and, in general, human relations must not be dispersed, dissonant, and fragmented in the course of time. We call this "communicative construction'' (Rahadoust 2007:76).
- Sheram believes that Lasswell has made a great contribution in the process of thinking in communication studies, which can be classified in three categories: Providing a research method so that he can be considered as the actual founder of communication research. Providing a profound approach to the propaganda: he said that the propaganda is supervising to beliefs by valuable symbols… and this look likes stories, rumors, reports, images and other forms of social communication. Based on the Lasswells opinion, the contributions of this forms reach to power by points and quick illusion. The third significant contribution of Lasswell in the field of communication studies was to reveal the political role of communication beyond what was demonstrated by actions such as refusal and electoral campaigns (Sheram, 2002).
- Lasswell, Through the presentation of his theories, had a profound impact on communication studies and familiarized John Walter Lipman, Wilber Soram, Paul Lazarsfeld and Shaw with the style and method of analyzing political propaganda. The Laswell model has a fundamental difference with mechanical models (like the Claude Shannon model), and the concept of "channel" is completely different. Because it involves other types of media, such as newspapers, magazines, books and, in general, written media. But Lasswell assumed different distribution method and internal relations for each category, which leads to different effects. Lasswell, by categorizing the division of propaganda form education, defined propaganda in its broad sense as the influence of human action through manipulating imagination, while he limited education to transferring techniques such as reading and writing, and intellectual and physical skills. In advertising, holistic tendencies are shaped by hatred or interest, while in his opinion traditional attitudes are mostly educational. Based on the above discussion, Lasswells five question pattern led to the emphasis on studying the effects of mass communication. Lazarsfeld, his co-authored researcher, also played a major role in improving the dimensions of communication studies and had his profound effects (Rogers, 2007:444).
- Lasswell's formula shows the typical features of communication models. He almost accepts that the communicator intends to affect the receiver. Therefore, communication should be considered as a

persuasive process. Another assumption is that messages always have effects. Certainly, models like this were effective in exaggerating the impact of mass communication. On the other hand, it is not very strange to know the fact that Lasswell was interested in political communication and propaganda. Because this formula is very suitable to analyze the political propaganda (Mc Cowail, 2012: 21).

The application of these theories in librarianship and information science

Communication theory requires a reassessment of information and is completely different with the attitudes of librarians and the experts of information science. It is usually assumed that the information is a separate set of data, such as a poem in a collection of poems. If the correlation between information is necessary and the probability of choosing a document with the piece of information depends on its relevance to the user's keywords, information theory, the amount of choice can be expressed as information units. For example, if someone chooses one of the two messages, then the logarithm 2 on the basis of 2 is equal to one. Therefore, the power of that person's choice is shown with an information unit. If someone encounters with 256 messages, he will deal with 8 units of data, since the logarithm of 256 in the basis of 2 equals to 8 (Bad, 1997, 21).

Now if we return to Laswell's theory, based on what has been said in the area of communication and information, we can say that this theory has been criticized. Birddock emphasizes that Lasswell's theory and its formula, which leads the researcher to the fields of research, may be misleading. In fact, research areas are linked to a large extent. Laswell has also been criticized for removing the feedback element. The Laswell model has been criticized for presuming the presence of a communicator and targeted message. This model is also considered too simple, but as with any good model, the Lasswell model focuses its attention on important aspects of communication (Sorien 2005:68).

In this way, this concept and issue has also been considered in information and information science as an option in librarianship.

On the other hand, the empiricists by analyzing and cutting social phenomena, study abstractly and without considering the ‘’social totality’’. In general, in this method, the main attention is to individual and individual behavior. In the same way, Harold Lasswell emphasizes to social roles, freedom, independence and impartiality of communications and ignores direct and indirect relations of mass media and other communication facilities with various structures, social domain and economic and political factors. The fundamental weakness of Laswells empirical method is the abstract study of communication and mass communication devices, without considering the generality and unequal and contradictory social structure. Based on the dialectical approach, no aspect of social life and no separate phenomenon can be understood without its relation to the entire historical and social structure as a social entity. This approach means that we must reciprocate the various levels of social reality, and none of the components of social life should be considered apart from other components.

Conclusion

Today, communication is the most important issue in the world. Communication is a dynamic flow in which information exchange is accomplished and research indicates that about %75 of our daily time

allocates to contact and communication with others. When the communications discussions are presented, communication with each other is usually evoked in the mind of humans. But communication is more than talking, and the understanding and ability to utilize communication is one of the most important skills that individuals need to learn. Many studies have been accomplished in the field of communication and Harold Lasswell is one of the pioneers in communication studies. Laswell (1902-1798) focused everything on the content of the message. In his work, ’The construction and contribution of communication in society’’, he assessed the constructability of communication and even the similarity of human society with other creatures. According to Lasswell, mass communication devices form an interconnected set and join together. According to Lasswell, based on the elements of communication, it is possible to predict and implement their constructability. From the final combination of communication elements, a collection of two types of construction, including infrastructures and structures is provided. Harold Lasswell's studies in this category relies heavily on quantitative and empirical findings and strives to avoid to state great ideas. In general, in the empirical school, attention is highly focused on individuals and their behaviors, and with emphasis on social roles and freedom, independence and impartiality of communication, direct and indirect relations of mass communication and other facilities with various social structures, economic factors, political, social and cultural aspects are ignored. In 1948, in a paper titled "construction and contribution of communication in society," for the message, he defined three distinct roles including environmental monitoring (role of news), creation of social solidarity development of individuals (role of guidance) and transferring cultural heritage (educational role). In the Laswell model, emphasis is more on message elements and individual behavior, and this is the weakness of the empirical studies of Lasswell, which, by emphasizing the impartial roles of communication and its independence, actually forgets direct and indirect relations of the media with various social structures. While in the context of all three communication roles, the effects of these structures can be observed. In the publication of news, the tendencies and effects of the social system are evident. Public opinion policy affects community, news policies and interferes in the transfer of cultural heritage with educational roles, community-specific criteria, and even the standards of dominant societies like democracy and human rights. On the whole, it can be said that the fundamental weakness of Lassawell's empirical method is the exclusive study of communication and communication devices, without considering the unequal and contradictory social structure. By examining the relationship of communication with the librarianship and information science, it can be said that the library is communication system in which information is transmitted to referents, and this role is more evident by the presentation of information science concept. Lasswell had considerable contributions in the process of theorization in communication studies, which it can be categorized into three parts: the presentation of the research method so that he is the real foundation of communication research. Providing a profound attitude at the propaganda, as he said, propaganda is "supervising beliefs" by valuable symbols and it likes stories, reports, pictures and other forms of social communication. According to Lasswell, the functions of these forms using points and a quick illusion leads to power. The third influence of Lasswell in the field of communication studies was to reveal the political role of communication beyond what was demonstrated by actions such as refusal and campaigning. Along with all of these features, criticisms have been expressed to Lasswell's model so that this model has been criticized for presuming the presence of a targeted communicator and message. This model is also considered too simple. According to what has been mentioned, the role of the Laswell Communications Theory and Communication model has positive and negative points.

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